

07-11-02



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit 2152

Examiner Not Yet Received

In Re: Subhash Sankuratripati et al.
Case: P3956
Serial No.: 09/827,011
Filed: 04/04/2001
Subject: Target Information Generation and Ad Server

To: The Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir,

Information Disclosure Statement Under 37 C.F.R. 1.97

Enclosed herewith is an Information Disclosure Statement (IDS) by Applicant listing six references received from the international search report (copy enclosed) in case PCT/US02/08496, mailed June 21, 2002. Applicant desires that the reference be entered in the above referenced case as relevance dictates.

Statement under 1.97(e)

Each item of information contained in this IDS was cited in a communication from a foreign patent office in a counterpart foreign patent application not more than three months prior to the filing of such IDS. There are no listed references which are not in the English language.

In accordance with rule 1.97(c)(1), no additional fee is required. Please charge any deficiency to Deposit Account No. 50-0534.

Respectfully submitted,

Subhash Sankuratripati et al.

by

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PTO/SB/08A (10-01)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO				Complete if Known <table border="1"> <tr> <td>Application Number</td> <td>09/827,011</td> </tr> <tr> <td>Filing Date</td> <td>04/04/2001</td> </tr> <tr> <td>First Named Inventor</td> <td>Subhash Sankuratripati</td> </tr> <tr> <td>Art Unit</td> <td>2152</td> </tr> <tr> <td>Examiner Name</td> <td>Not Yet Received</td> </tr> <tr> <td>Attorney Docket Number</td> <td>P3956</td> </tr> </table>		Application Number	09/827,011	Filing Date	04/04/2001	First Named Inventor	Subhash Sankuratripati	Art Unit	2152	Examiner Name	Not Yet Received	Attorney Docket Number	P3956
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>																	
Sheet	1	of	2														

U.S. PATENT DOCUMENTS					
Examiner Initials ¹	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		US- 6138155	10-24-2000	Davis et al.	Abstract, Figs. 3-5
		US- "	"	"	Col. 14, lines 26-67
		US- "	"	"	Col. 15, lines 1-10
		US- 6134532	10-17-2000	Lazarus et al.	Abstract, Figs. 1, 2, 2A
		US- "	"	"	Tables 1 and 2
		US- "	"	"	Col. 2, line 53 thru Col. 5, line 57
		US- "	"	"	Col. 7, line 1 thru Col. 8, line 17
		US- "	"	"	Col. 2, line 48-67
		US- "	"	"	Col. 16, lines 35-56
		US- "	"	"	Col. 17, lines 3-39
		US- "	"	"	Col. 20, lines 1-67
		US- 5854897	12-29-1998	Radziewicz et al.	Abstract, All Figs.
		US- "	"	"	Col. 2, lines 13-67
		US- "	"	"	Col. 5 line 8 thru Col. 6, line 65
		US- "	"	"	Col. 7, line 12-Col 8, line 67
		US- "	"	"	Col. 9, lines 14-54
		US- "	"	"	Col. 10, lines 9-67
		US- 5933811	08-03-1999	Angles et al.	All Figs.
		US- "	"	"	Col. 2, line 45 thru Col. 4, line 47
		US- "	"	"	Col. 7, line 44 thru Col. 8, line 67

[illegible]

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449, 12/02

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2 of 2

Complete if Known

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First Named Inventor	Subhash Sankuratirpati
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		Number - Kind Code ² (if known)			
		US- 5933811	08-03-1999	Angles et al.	Col. 9, line 65 thru Col. 10, line 67
		US- 6119098	09-12-2000	Guyot et al.	Abstract, Fig. 1
		US- "	"	"	Col. 1, line 55 thru Col. 2, line 45
		US- "	"	"	Col. 3, line 12 thru Col. 4 line 67
		US- 5740549	04-14-1998	Reilly et al.	Abstract, Fig. 1
		US- "	"	"	Col. 2, line 62 thru Col. 3, line 23
		US- "	"	"	Col. 3, line 65 thru Col. 9, line 34
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FOREIGN PATENT DOCUMENTS

Examiner Initials ¹	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				

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¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Date of Deposit: 07/09/2002

Ref: Case Docket No.: P3956

First Named Inventor: Subhash Sankuratipati

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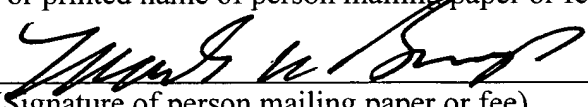
Title of Case: Target Information Generation and Ad Server

I hereby certify that the attached papers are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and addressed to the Commissioner of Patents and Trademarks, Washington D.C. 20231

1. Information Disclosure Statement.
2. Cover Letter for Information Disclosure Statement.
3. Copies of six publications cited in the IDS.
4. Copy of an international search report in case PCT/US02/08496.
5. Certificate of express mailing.
6. Postcard listing contents.

Mark A. Boys

(Typed or printed name of person mailing paper or fee)


(Signature of person mailing paper or fee)